

2006–07, and respondents are generally satisfied with broadband speeds and value for money. However, those in non-metropolitan areas are less satisfied—they would like faster and more consistent internet access, and believe that service is inferior to that provided in metropolitan areas.

More than three-quarters of SMEs are also satisfied with their internet service, although non-metropolitan SMEs are marginally less so, citing slower speeds, drop-outs, poor service, cost or lack of access as areas of dissatisfaction.

Take-up of internet services in the farming sector is helping to negate issues of distance and

isolation. More than half (56 per cent) are satisfied, but the 26 per cent who are dissatisfied mainly cite slow speeds as the cause. Farmers using dial-up internet services (44 per cent) are more dissatisfied than those with access to wireless, ADSL, satellite and cable services.

The TIO recorded a 109 per cent increase in internet-related complaints, with customer service issues accounting for nearly a quarter of these.

OBJECTIVES AND METHODOLOGY

The consumer satisfaction report is the fourth in the *Telecommunications Today* series. The objectives of this report were to:

- explore consumer attitudes and the level of satisfaction with voice and internet services
- determine if consumers in different geographical locations have similar levels of satisfaction with their telecommunications services
- determine if consumers from different demographic sectors have similar levels of satisfaction with their telecommunications services.

Information in the report is drawn from five data sources:

- Commissioned work from Woolcott Research based on 12 focus group discussions with residential household consumers recruited from a random sample, as well as quantitative research using 1,600 respondents.
- A telephone survey of approximately 2,000 farmers across the major agronomic regions in Australia (the AgScan survey) conducted from 5 April to 2 May 2007.
- Sensis® Business Index telephone survey of 1,800 SMEs conducted between 24 April and 31 May 2007.
- Roy Morgan Single Source survey of individual consumers aged over 14 years.
- Telecommunications Industry Ombudsman complaint data.

The report can be found on ACMA's website at <www.acma.gov.au> (go to About ACMA: Publications & research > Telecommunications publications > Telecommunications today: research report series).

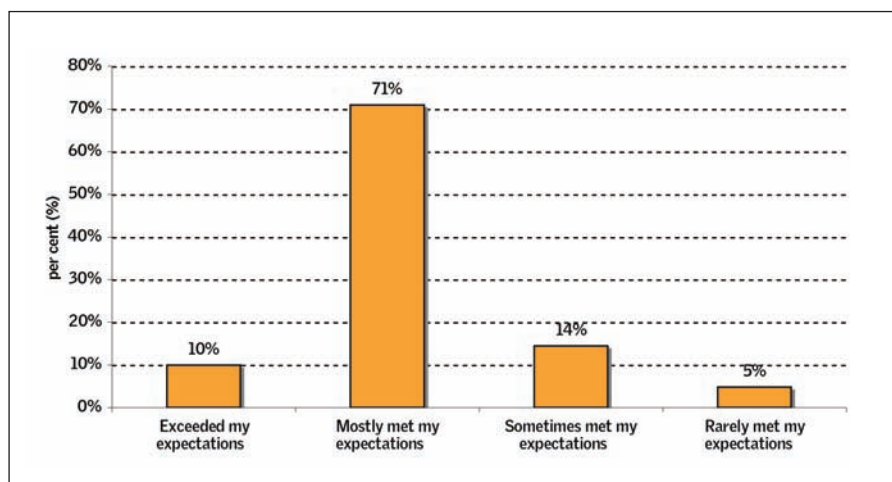


FIGURE 2: HOUSEHOLD CONSUMER SATISFACTION WITH INTERNET SERVICE PROVIDERS

Temporary community broadcasting licences allocated, February 2008

State	Licence area	Licensee	Community served	Frequency	Start	Finish	Allocated
NSW	Coffs Harbour RA3	Coffs Harbour Christian Broadcasters Inc.	Christian	94.1 MHz	1/3/08	28/2/09	12/2/08
NSW	Cobar RA2	Cobar Community Radio Inc.	General	102.9 MHz	22/1/08	21/7/08	14/2/08
WA	Perth RA1	Youth Media Society of Western Australia Inc.	Youth	101.7 MHz	29/2/08	31/5/08	22/2/08
QLD	Tiaro RA1	Tiaro Shire Community Centre Inc.	General	107.1 MHz	1/3/08	28/2/09	26/2/08
QLD	Bundaberg RA2	Bundaberg Burnett Community Broadcasting Association Inc.	General	96.3 MHz	9/3/08	8/3/09	29/2/08